

DAY-ELDER TRUCKS MADE IN NEWARK

Factory's Nearness Guarantees
Perfect Service to New
York Owners.

One of the attractive features of the Day-Elder trucks to intending purchasers is the fact that it is made in Newark, which eliminates any freight charge and also is a positive insurance to the buyer that his demand for parts and service can be readily taken care of.

He really is provided with double service facilities to insure that his truck can be kept running, and the proximity of the factory makes it at all times possible to discuss with the manufacturer any question arising involving any possible defects that may occur in materials and workmanship, which, of course is very much more satisfactory than to be carried on by correspondence to some distant point. In addition to this, all matters can be immediately decided and no serious delay is incurred by reason of the question in point having to be delayed by correspondence.

Everything else being equal, the purchaser is always inclined to buy the product of the factory which is close at hand, and this is very prominently now in the selection of trucks by experienced truck purchasers.

In the case of the Day-Elder truck the Colt-Stratton Company is notably well equipped in its service department to handle any service matter both in the performance of work as well as having a very complete stock of parts. In urgent cases a service wagon can be sent to the Day-Elder plant in Newark on a moment's notice.

HERRMAN PROUD OF NEW STEWART

Three and a Half Ton Model
Winning Success That Is
Exceptional.

"Stewart motor production," says Eugene P. Herrman, president of the Herrman Motor Truck Company, Eastern distributors for Stewart trucks, "now includes the important addition of a three and one-half ton truck, which makes a total of five models; namely, three-quarter ton, one ton, one and one-half ton, two ton and three and one-half ton now being turned out by the Stewart factory."

The latter have only made their appearance on the market, but the quantity now on hand is sufficient to guarantee immediate deliveries. The reputation already accorded the three and a half ton truck has been most gratifying, and the success promises even better than I predicted. The factory in fact already has been enlarged to meet a big demand, which is forecast by the orders already in hand.

"We are showing the new truck at the Sixty-ninth Regiment Armory, and I'll mix my guess if it doesn't prove one of the big hits of the show."

Regarding the future outlook for the motor truck industry no one is more optimistic than Mr. Herrman. He predicts that this will be a banner year for the trade, and further believes the show will be highly productive of orders, with Stewarts coming in for a very generous share of the business.

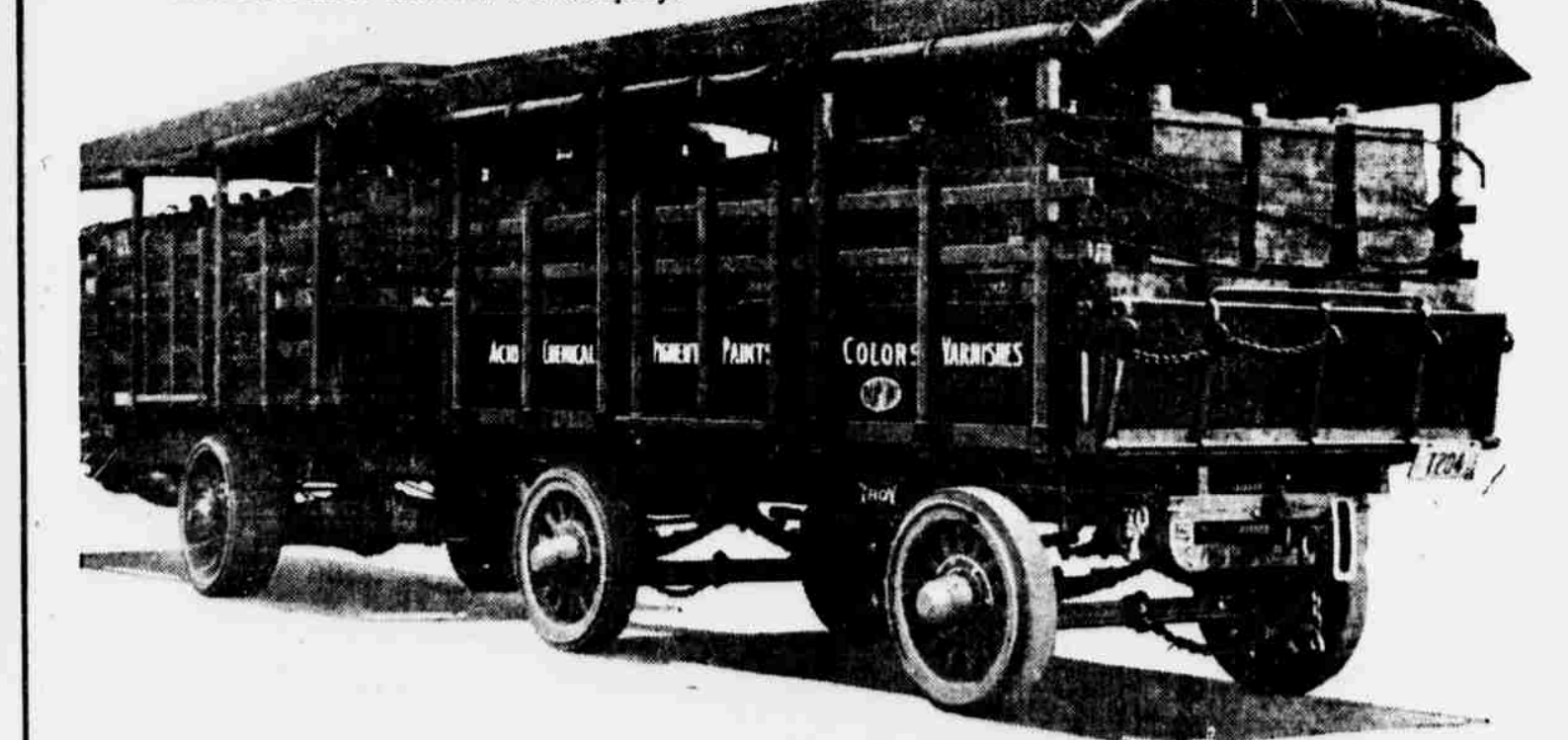
As for Stewart production, he says the factory is now turning out twice the quantity of last year, and is speeding up to even outstep this record.

In the territory controlled by the Herrman company, which embraces New York to Albany, all Long Island, a big slice of New Jersey, and Connecticut, Mr. Herrman shows an extraordinary record of sales. The firm's big service station, running from 607 to 615 West Fifty-seventh street, and salesrooms incorporate this statement.

In the matter of Stewart service Mr. Herrman points out that no concern in the city is better equipped to give all Stewart owners the greatest satisfaction.

BETTER BRIDGES BEING BUILT.
The limiting factor in a great many roads extensively used has been antiquated bridges built in the days when light bulky traffic was the rule. Gradually the State departments are overcoming this handicap by constructing new structures of solid concrete spans. In 1917 \$17,236,794 was expended in this way in the United States.

Troy Trailer operated in New York and Newark by
E. I. Du Pont de Nemours and Company.



Troy Trailers in New York

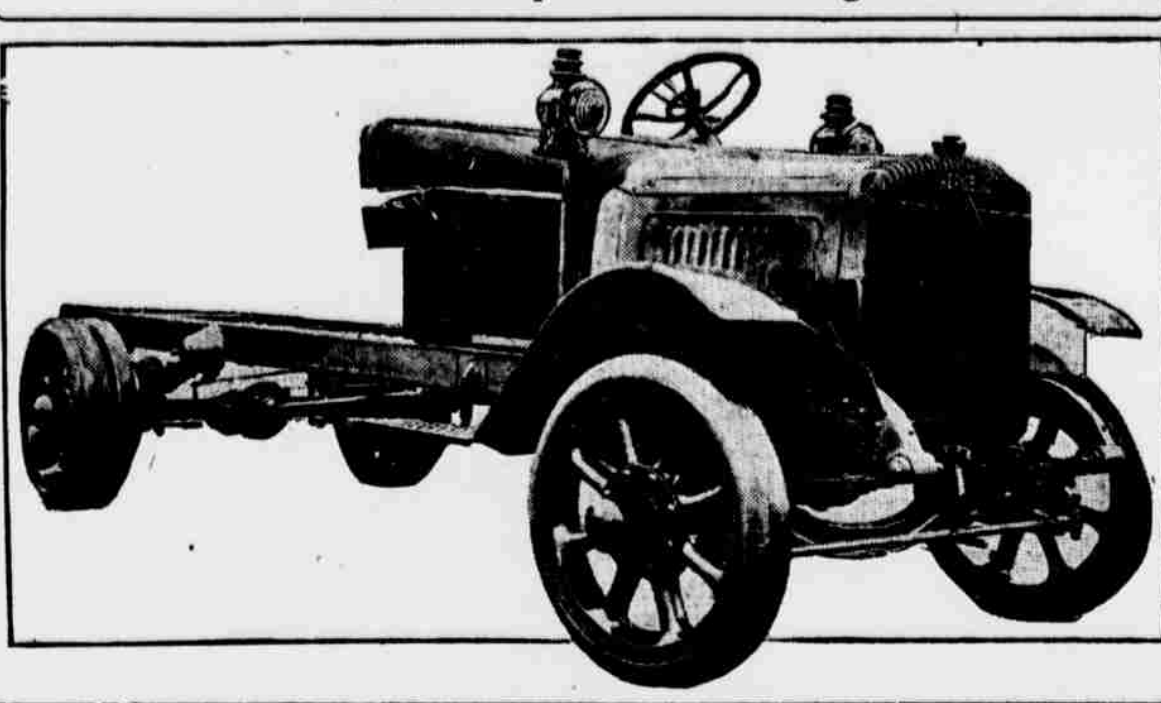
Many prominent concerns are successfully operating Troy Trailers in the crowded and congested streets of New York and nearby cities.

Troy Trailers

At the Auto Show
69th Regiment Armory
Space 406-410

GEO. CLINE, Jr., Mgr.
BROADWAY AT 62ND ST.
PHONE COLUMBUS 8620.

New 3½ Ton Republic "Dreadnought"



PAIGE TRUCKS AT THEIR FIRST SHOW

Complete New Line Exhibited
by This Well Known
Company.

Both the truck dealer and the truck user will be interested in the fact that among the exhibitors at the truck show is the Paige-Detroit Motor Car Company—its first appearance in an event of this kind.

Some months ago the Paige company announced its entry into the commercial truck field, and it was stated at the time that plans had been laid for a complete line, extending from one and a half to five tons, with the two ton model elected as the first of the series to be ready for distribution.

Distribution Already Made.
Since that time distribution of this model has been made and this also the three and one-half ton model are on exhibition at the show, where they have attracted a generous share of attention, not only because of the name plate they bear, but because of the evidence of unusual power and sturdiness which even a casual inspection reveals.

Visitors have also noted with satisfaction some of the special features, such as the Paige cab, which is an integral part of the design and which, because of the comfort and protection it gives the driver, will prove to be a distinct advantage, especially in these days when it is necessary at times to employ women as drivers.

"The entry of the Paige into the truck field is a logical step in the expansion of our company," says President Harry M. Jewett of the Paige. "The years of experience in building high grade motor cars have given us an unusually broad perspective in the essentials of designing and manufacturing."

"As a matter of fact our activity in the motor truck field covers several years. Paige trucks had been designed and built when our country entered the war. At that time the Paige, because of its large facilities, experience and reputation, was selected along with several other representative companies, to build trucks for overseas duties."

Gave Valuable Experience.
This war work not only greatly expanded our engineering department, but also gave it an unusual breadth of experience in truck designing. It perfected our methods, our precision and quality of manufacture. Throughout our war period we made daily deliveries of trucks to the Government.

"Now, equipped with one of the largest truck plants in the country and fortified by invaluable experience in the truck field, we are turning these exceptional facilities to the problems of commercial transportation which are more pressing and vital than ever before."

UNITED STATES ROAD BUILDING IS SHOW.
A report issued by the Bureau of Public Roads shows that up to December 15, 1918, only twelve projects, embracing a mileage of 815.9 miles, had been reported completed under the Federal aid act. The act was made effective in 1916.

FEDERAL TRUCKS END CONGESTION

Solve Problem of Handling
Freight at Busy Railroad
Terminal.

The problem of demurrage and congestion at railroad freight terminals has been solved by the motor truck for the Baltimore and Ohio's Baltimore depot, although congestions were a seemingly unmountable problem before trucks were adopted and while the work of freight distribution depended on slower horse and wagon or team and truck haulage.

Judge J. H. Naas, who presided over the Orphan's Court of Baltimore and who is now general agent for the Blue Line Transfer Company, which handles all trucking for the Baltimore and Ohio

four tons in the same time that a team would carry one ton to the middle of the city.

Billiard tables come into the warehouse from the mills, consigned to various parts of the city. Thirteen of these tables can be placed on one truck, while a team will haul but three. When planes are loaded, the truck will take six and the team two.

"Then on the long haul, such as those to Highlandtown, the truck takes four tons and including time for loading and unloading is back in two hours, while a team will haul but one ton and could not make the round trip in less than four hours."

"It costs us 75 cents a day to feed one horse—some bill for feed only, as we now have sixty horses to feed, and I am eagerly looking forward to the day when we can replace them with motor trucks and save the high expense of horse feed."

STARTS NEW DEPARTMENT.
Colt-Stratton Company Invades
Research Work.

The Colt-Stratton Company again have attracted widespread attention by establishing a department of statistics and research which will be undertaken by their present investigation department.

3½ Ton Reo Speed Wagon With Cab



Railroad Company's Baltimore terminal, came to the conclusion after much study of the freight congestion problem, that the freight terminal that teams would have to be replaced by trucks if hopeless congestion was to be prevented.

Judge Naas added two Federal three and a half ton trucks to his equipment, but soon discovered that the addition was really a replacement for the Blue Line Transfer Company was enabled to discontinue the use of four teams—a good fortune which Judge Naas credits to the fast work of the two trucks.

"I am so enthused over the great superiority of truck haulage over team haulage for freight depot work that I am urging the B. and O. to replace all their teams with trucks," said Judge Naas.

"I have witnessed so many feats that I am now a strong advocate of the truck on long distance hauling, as well as for the short, heavy hauls requiring snappy work. We had a large consignment of rubber, amounting to 11,000 pounds. We loaded four tons on a truck, and the driver took it to Highlandtown, ten miles per round trip, and was back for another

whose scope of work is to be widened.

Blankets printed in the style of a questionnaire are being circulated among the owners of Dodge Bros. business cars. The subjects of maintenance and operation are covered in every detail. The chief reason for this work is to ascertain the experience which operators of these cars are having, and also to gain a thorough knowledge of any problem confronting owners.

The collected data will be analytically studied by authorities to ascertain what aid and suggestions may be given. The statistics of this research will then be widely disseminated with the purpose of eliminating unnecessary expense, if any exists.

This work can be calculated to achieve remarkable results. It is something that gets beyond the point of general superficiality, and is but another evidence of how the Colt-Stratton Company aids in bettering the whole automobile industry. Any one wishing to supply voluntary information may do so by communicating with this department of the Colt-Stratton Company at 109 West Sixty-fourth street.

CHAINS ONLY SURE ANTI-SKID CURE

Simple Precautions to Take
When Emergencies Arise
on the Road.

By F. W. MULLER.
The memory of one bad accident is enough to mar permanently the pleasure of the motorist, and it is therefore a matter of first importance to take all precautions to guard against even the semblance of a disaster of any kind.

Mechanical advances in construction have so improved the automobile that there is little excuse for mishaps. Perhaps the only risk that cannot be entirely eliminated comes in the use of the car on wet and slippery streets, which brings to the fore the peril of skidding.

Skid Is Nerve Racking.
The skid is one of the most nerve racking of experiences. There is nothing that makes a man lose his nerve so thoroughly as a bad skid that ends in a broken wheel against a curb or that makes matters far worse by "side sweeping" a moving trolley car. Here the accessory manufacturer has come to the rescue with the invention of the non-skid chains.

It took American inventive genius to discover that if there was sufficient pressure on a chain it would take tons of effort to slide it over a wet pavement or the muddest of dirt roads, and that the weight of any car itself automatically supplies more pressure than is ever needed effectively to stop a tendency to slide on the part of the slippery rubber surface of the tire.

When one goes out in the rain it's an easy matter to go prepared by putting on the chains, and when it's really wet, nothing gives a greater feeling of security than "chains on all four"; for, of all skids, the front wheel variety is to be most dreaded, as it is the hardest to counteract by manipulation of the steering wheel.

How to Avoid Danger.
But in the driest weather there may be the efforts of the street sprinkler to contend with or a sudden shower may overtake the car within so short a distance of home or your next stop that a driver would rather take the risk than get out in the rain to put on the chains.

In such contingencies the ability to do the right thing at the right time is a great help.

First of all, drive slowly over the wet stretch. Like the Irishman's fall, it isn't the speed that hurts; it's the sudden stop that does the damage.

So, by all means, avoid putting on the brakes, as that simply locks the rear wheels and makes it easier for them to slide by preventing their natural tendency to roll ahead.

The moment the car starts to slide off at the rear, turn the front wheels sharply in the same direction as the rear ones are skidding.

Both pair then present an acute angle to the line of slide movement; and the rear wheels will resume rolling and follow the front wheels instead of skidding. Turning the front wheels in the other direction will aggravate the tendency to skid to a dangerous degree.

GOOD ROADS CUT COSTS.
The report of the Joint Congressional committee, which investigated highway economies in 1914 shows that a saving of 8 cents per ton mile can be effected in transportation costs when a road is lifted from the dirt to the durable class. This does not take into account increased real-estate valuations or social advantages resulting from the improvement.

REPUBLIC DEALERS SEE BIG BUSINESS

President Ruggles Predicts
Enormous Growth in Motor
Truck Transportation.

Business in general and the truck business in particular are due to set new records for activity and prosperity during 1919.

That was the unanimous opinion, freely expressed of prominent Republic Truck distributors recently called to the factory at Alma from specific parts of the country for the purpose of getting the dealers' views regarding two new models which Republic Truck Company are just putting on the market—the Model 19, Republic "Invincible," with a capacity of 2 to 2½ tons, and the Model 20, Republic "Dreadnought," of

2½ tons capacity. The meeting was an informal conference. The regular, annual convention of Republic distributors and dealers will be called in Alma at a later date.

The company wanted to ascertain the exact conditions in different parts of the United States and also get first hand opinions on just how these new models met the requirements of every section.

In both respects the response was enthusiastic and convincing. Without an exception the dealers declared that they looked for an unprecedented demand for trucks in their territories this year. They spoke of orders already in hand and in prospect far in excess of anything they have known in previous years. And they were even more enthusiastic over the new models offered them.

Naturally some of these dealers had different hauling conditions to face than others and different industries on which they depended for their volume. But each declared that the new trucks more than met all requirements and were the most sturdy, powerful and all around well balanced trucks of these capacities that had yet been offered to truck users.

In his address President F. W. Ruggles emphasized the splendid condition of the Republic business, both from a sales and production standpoint. He said that in spite of the tremendous strides already made the truck industry was still in its swaddling clothes.

FIRESTONE TIRES POPULAR.
Already Carry Half the Truck Tonnage in America.

"Vast motor freight express and mail routes will soon spiderweb the entire United States," prophesies E. P. Jones, local Firestone branch manager. "Nothing can stop this wonderful development."

"I couldn't begin to cite all the instances. Already mail routes extend from Portland, Me., through Hartford, New York, Philadelphia, Baltimore and Washington to the plains, Virginia. Furniture travels 136 miles, from Idaho to Utah, in fifteen hours. How many days would the old freight method have taken?"

"Why am I interested? Can you ensure a Firestone man for feeling some what jubilant in view of the fact that half the truck tonnage of America is carried on Firestone tires?"

DENBY

MOTOR TRUCKS

Internal Gear Drive

Bigger production, less waste, quicker deliveries, speed business.

Denby

Denby Eastern Distributors, Inc.,
200 Fifth Avenue,
MADISON SQUARE GARDEN, DURING MOTOR TRUCK SHOW.

Overland

"The Thoroughbred"

The spirited, dependable performance of Overland Model 90 has won the admiration of more than 115,000 owners. Its stamina and endurance have built up a world-wide prestige founded squarely on service. Owners are safer guides than specifications.

WILLYS-OVERLAND INC., NEW YORK, N. Y.
Complete Exhibit, Broadway at 50th Street, Telephone COLUMBUS 9400
Willys-Overland Inc., Brooklyn, N. Y. Willys-Overland Inc., Newark, N. J.
Corner Fulton St. and Bedford Ave. Telephone Bedford 8300 526 Broad Street Telephone Mulberry 4625

Overland Model Ninety Fifty Passenger Touring Car. \$2985; Sedan, \$3495; 1. 6. 8. Tourer